

NAVY Recruiter

Magazine for Navy Recruiters

May 2001



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Articles

- 4 Staying the Course: In with the new - CNO Directed Force Master Chief Kenneth W. Cromer**
- 6 The War for Recruits: High school graduates are being denied opportunities, as principals bar military recruiters from campuses**
- 8 CNRC Tech Prep Update**
- 9 Good Credit: Central Texas College to grant credit for Navy work**
- 10 NRS Pasadena is making sure they're ready: DEPPers are going to bootcamp eager for the challenge**
- 11 Southern Comfort: Admiral Voelker gives the scoop to our recruiters below the Mason-Dixon line**
- 12 Game On: Contest promises Goal Free month for winners**

Departments

- 14 Recruiter Health-Taking the rage out of aggressive driving**
- 15 Best Stations in the Nation**

On the cover:

The South Pacific, Apr. 9, 2001 — *USS Kitty Hawk* (CV 63) glides under large clouds in the South Pacific following a scheduled port visit to Thailand. *Kitty Hawk* operates out of Yokosuka Naval Base, Japan, and is the Navy's only permanently forward-deployed aircraft carrier. U.S. Navy photo by Photographer's Mate Airman Apprentice Lee McCaskill.

NR May 2001



Navy Recruiter

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On the back cover:

Santa Rita, Guam, Mar. 27, 2001 — Aircrew Survival Equipmentman 1st Class Mitch MacKenzie free falls from a U.S. Air Force C-130 aircraft during certification training over Apra Harbor, Guam. U.S. Navy photo by Photographer's Mate 2nd Class Marjorie McNamee.

From the Top RECRUITING: SUCCEEDING AS A TEAM

It's important that we always remember our mission — to recruit qualified men and women for service in the world's greatest Navy. The Congress mandates a specific end strength number to be achieved by 30 September of each year. We work diligently to attain monthly contract, accession, program, and shipping goals to ensure that our end strength number is achieved every September.

However, with the immediate focus on monthly goals, it's sometimes easy to lose sight of the fact that we don't operate alone in meeting the Navy's manning mission. The task of recruiting future Sailors is a complex process, and we are fortunate to be part of a bigger team willing and able to pull together to achieve our goals.

Our success in March was the direct result of a total team effort and our commitment to working together. Recruiters in some districts picked up the load for others who didn't quite make their goals. The headquarters staff contributed with support to field recruiters and district personnel. In fact, the individual at headquarters who compiles our One Navy report came in on Sunday, after we made goal at midnight Friday, to prepare the report so everyone in D.C. would know the first thing Monday morning that we had made our goal for the month.

Our supporting commands also were part of the team effort. The Recruit Training Command at Great Lakes allowed us to ship females on Thursday and males on Friday — concessions they normally make only during the summer surge. MEPCOM also got involved by allowing us to ship on Friday — a concession also usually reserved strictly for the summer surge. This team effort made the difference.

Successfully reaching our monthly accession and shipping goals is critical. Failure to do so starts a trickle down effect that reaches all the way to the fleet. Failure to make goal leads to empty seats in "A" School, and empty "A" School seats means Sailors don't get to the fleet when they should. Fewer trained Sailors in the fleet means some of your shipmates won't get to go ashore when they were scheduled to because they won't have a relief. We must all



remember that, as recruiters, we aren't just sending people to boot camp; we're molding future Sailors and our future shipmates. We're building the "Navy after Next," one Sailor at a time.

To be honest, the fleet isn't concerned with whether Zone X, NRD Y, or Region Z makes their individual monthly goals. They care about having the right number of people come through the front door so that the right numbers of Sailors get to the fleet when they're needed. As recruiters, we must remind ourselves that the fleet is our only customer, and we are here to fulfill their manning needs.

I commend each of you for pulling together to achieve success in March. I firmly believe that future success depends on our ability to continue to work as a team. The bigger picture shows we have supporting commands and organizations willing to assist us in meeting our customer's manning needs. Our continued success is critical for the future of the fleet. Keep charging! **NR**

Staying the Course

In with the new - CNO Directed Force Master Chief Kenneth W. Cromer

Interview conducted by JO2 Bashon W. Mann
Editor, *Navy Recruiter Magazine*

Photo by PH2 Veronica Birmingham



How long have you been in recruiting?

I have been in recruiting off and on for 20 years, this is my fourth tour in recruiting duty. My first tour was in the early eighties, as a recruiter at a large station and then I was the recruiter of a one-man station. Later, I was the Recruiter-in-Charge (RINC) of a small station. My second tour was in the early nineties, at which time I was able to be RINC at a medium station, a large station and do some time as the Zone Supervisor. I had the opportunity to sit in as a Career Recruiter for a short period of time and gain some exposure. Prior to my command here, I was the Command Master Chief at Navy Recruiting District Montgomery and then came from there to here.

What are your top concerns as you begin as CNO Directed Master Chief of Recruiting?

My number one concern is the Quality of Life (QOL) for our enlisted recruiters and their families. I think in all of our programs we traditionally consider as QOL, we

could make improvements, but the biggest place to make an improvement is in the workplace QOL. If we can make our recruiters more successful by giving them the environment where they enjoy coming to work and when they leave they are in a good frame of mind, then the other QOL issues become better. If our recruiters are not happy at work, if they feel they are not successful, then it will carry over into areas we traditionally consider QOL.

How do you feel recruiting impacts the tradition of the Navy?

The biggest thing is the Admiral's (Voelker) "Main Thing" theory. "Our main thing is to recruit the very best young men and women to serve in the world's greatest Navy, one future shipmate at a time." No matter how technologically advanced we are or how good our systems are, if we don't have the right people there to man those systems, to man the ships and do the job then the Navy can't accomplish its mission. We have a very big impact because we are the ones who get the right people to the right place to help others man the job. Our role is critical to Navy mission accomplishment.

What initiatives do you wish to reinforce on Navy recruiting during your tenure?

There are several I think we can improve significantly, one being the

Ombudsman Program. The traditional Ombudsman Program doesn't exactly fit right into recruiting. Our people are dispersed in small areas away from all the Navy access we normally have and for which the Ombudsman program is designed. We are looking at working with Personnel Command to develop the Ombudsman Program to better suit recruiting needs and tap the Ombudsman into the other services assets that they may have in their areas, and to better use the Ceridian Lifeworks program. I feel we can make some gains there. The second place we need to work is in voluntary education. It's one of the main selling points we present to prospective Sailors, but a lot of times we don't take the time or set the goals to take advantage of those things ourselves. The third area is our mentoring program and there are two aspects to it. One, we need to do a better job of mentoring our Sailors and it goes all the way from doing a good job on the whole person in the evaluation system to developing our Sailors to reach their potential. The second aspect is bringing the Delayed Entry Program into the mentoring realm. As we get the Sailors in the Navy and we get ready to send them to basic training, we focus a lot on preparing them for basic, when we could do a better job if we got the mentoring program active between the recruiters and fleet Sailors to build a personal bond and prepare them for life in the Navy as well as success in bootcamp, making them part of the team from the beginning.

As the new ad campaign begins, what is the state of Navy recruiting?

I know we suffered from not having a good ad campaign and we went several months without one at all, and it showed up in our LEADS. The new ad campaign is fantastic and it will have the right impact on the people we are looking for. We already see an increase in the LEADS, and it will play a big part toward helping us meet our overall effort and making the job a little easier on the recruiters.

What is the greatest issue facing recruiting today?

I think the greatest issue is process alignment. We have good people out there and I know from my past 20 years in and out of recruiting, the personnel we have are as good or better than we have ever had. A lot of times we do not capitalize on their desire to be successful because our processes are not aligned as well as they could be toward supporting them. CNRC, and the whole recruiting organization is designed to support and help the field recruiters. If we align our processes to optimize that and remove any barriers to their success, we will enable them to be better at their jobs.

How do you perceive the relationship between recruiting and the fleet?

I think we have a good relationship right now. A big part of the relationship problems we have had in our history is that the fleet didn't understand what recruiting was really about. My predecessor, Master Chief Holton, did a really good job of communicating that to the Command Master Chief community and getting the awareness out from that angle. Another factor which has helped a lot has been the Recruiter Selection Team. The rapport they have established with the Career Counselor community has really helped build a bond of teamwork, removing barriers. I think the biggest impact on the relationship is the recruiters returning to the fleet from recruiting duty and what they have to say about their success stories. In the past we were having manning problems in the fleet and all the eyes were looking to recruiting to fill those manning problems. We were not able to keep up as retention was a problem. Now the leadership has shifted the focus to look at recruiting and retention as a joint effort. We have a more cooperative environment between recruiting and the fleet toward meeting the end strength manning.

What ought Sailors (potential recruiters), concern themselves with when anticipating shore duty and the option of recruiting duty?

One of the first things you should do is find someone who was a successful recruiter and get an idea of what recruiting is like, what they can expect and what things made the person successful in recruiting. This way you can walk in the door already well along the path to success. One of the concerns to think about is to make sure they do good financial planning. For the most part, recruiters are away from Navy assets and the normal support available on the bases. Sailors need to make sure their budget and their financial planning is in line so it won't create a problem. Potential recruiters also need to do a little goal planning. Look at where they want to go and what are their personal goals and the goals of their family; and develop a good plan. In the recruiting environment it is real easy to get totally focused on the production issues and procrastinate taking care of yourself and your family. Recruiters need to have a good plan and make it a part of their time management to do things to meet those goals. Recruiters need to keep in mind the transition the family is going through in moving into recruiting and to make sure they are established and have their needs met from the beginning. The last thing a Sailor needs coming into recruiting is to try and focus their efforts on production and recruiting when there are problems at home.

I am very excited about the direction we are headed in Navy recruiting. Right now we are looking at the way we do business and developing best practices. We are looking for innovative ideas to become more effective at what we do. One of the things from my time in the past I learned, in the fleet with the Smart Ship project, is that Sailors really know what the problems are and the best way to fix them are with people at the deck-plate level, the recruiters. As I get out and about in the force and meet the recruiters, I'll be looking for what challenges they face. What are things we can do better to support them and in what ways do they think we can improve? This input is the best we can get in determining what direction we take as an organization to support them, because ultimately it is why we are here. The whole recruiting organization exists to support those field recruiters and we need their feedback to know what our direction is. I am looking forward to this job and meeting those recruiters. **NR**

The War For Recruits

High-school graduates are being denied opportunities, as principals bar military recruiters from campuses.

By Alan W. Dowd
April Issue, Vol. 150, No. 4

THE REPORTS FROM the frontlines are as ominous as they are numerous: The Air Force is short 1,200 pilots; the Navy is protecting the seas despite 12,000 empty billets; the Army has endured perhaps its worst recruiting stretch in a generation, falling short by 800 soldiers in 1998 and a staggering 6,500 in 1999; and after a decade of cutting and deploying and making do, the military's ranks have shrunk by 700,000.

As America's defenses are suffering from a manpower shortage, the nation's high school graduates are suffering from a shortage of a different kind - one that's just as critical to America's security and future. Lacking the skills, the confidence, the discipline and the know-how to succeed in the New Economy, many high school graduates are not prepared for the high-tech world they enter after commencement. It's not difficult to recognize that the military needs them, and they need the military.

This give-and-take relationship is as old as America itself: America's young make a commitment to their country, and their country makes a commitment to them. The bargain has paid great dividends for both sides over the decades. But standing in the way of this critical covenant at this critical moment in history is a most unlikely obstruction - high school administrators with an agenda.

The War at Home. Once confined to college campuses, the practice of denying military recruiters access to students has seeped down to high schools. Individual principals and school corporations alike are shutting their doors to the military. Some are motivated by a kind of flower-child pacifism; others seek to challenge the Pentagon's policy on homosexuals in the military.

Regardless of their motives, the results are the same: After a nationwide review, the House Armed Services Committee uncovered 19,228 separate instances of military recruiters being denied access at high school campuses in 1999 alone, the

most recent year in which statistics were gathered.

At least 600 schools ban military recruiting of all kinds. Fully one-quarter of America's 21,000 secondary schools place some sort of restriction on recruiting activities. And more than 4,000 refuse to share directory information such as phone numbers and addresses with military recruiters.

If you think this doesn't have an impact on recruiting, think again. According to the House Armed Services Committee, military recruiters widely contend that their inability to gain access to contact information is the "single biggest obstacle to carrying out their recruiting mission."

Because of the anti-military climate on high school campuses, some recruiters are forced to set up meetings with students through teachers who served in the military. Others are reduced to offering free tutoring just to gain access to students.

It's little wonder Adm. Vern Clark, Chief of Naval Operations, declared during a Senate hearing last fall, "We are at war for people." And the military is losing this home-front war. As a direct consequence America's military is becoming less able to deter and wage the wars it was made to fight. Indeed, the House Armed Services Committee contends that the practice of denying access to military recruiters is undermining the national defense "by making it more difficult to recruit young Americans in the quantity and of the quality necessary for maintaining the readiness of the armed forces."

Echoing these and other findings, Legion Resolution 114 urges Congress to pass legislation that would "encourage high schools to allow access to military recruiters." The resolution was ratified at the 2000 National Convention in Milwaukee.

Flawed Solutions. The nation's lawmakers are finally taking notice. The fiscal 2000 Defense Authorization Act called on high schools to grant military recruiters "the same access to secondary-school students, and to directory information con-

cerning such students, as is provided generally to post-secondary educational institutions or to prospective employers.”

Although Congress stopped short of imposing any financial penalties for noncompliance, Sen. Tim Hutchinson, R-Ark., led an effort to put teeth into the law. Hutchinson’s Military Recruiter Access Enhancement Act sought to deny federal education assistance to high schools that bar military recruiters from campus or refuse to share student-contact information with recruiting officers. Federal laws making the same requirements of colleges are already on the books (Rep. Joel Hefley, R-Colo., introduced a companion bill in the House.)

“It’s extremely important that members of our armed services be allowed to talk to students about a career in the military,” said Hutchinson, who chairs the Senate Armed Services Personnel Subcommittee. “An all-volunteer force doesn’t just happen. The combined effect of the strongest economy in 40 years and the lowest unemployment rate since the establishment of an all-volunteer armed force makes recruitment especially challenging. We owe it to these recruiters to do all we can to help them succeed in their efforts.”

Despite its apparent necessity, Hutchinson’s bill wasn’t included in the fiscal 2001 Defense Authorization Act. Instead, Congress worked out a compromise aimed at achieving the same objectives without threatening to cut federal dollars. The new law exempts two categories of high schools from federal review: private schools with religious objections to military service and institutions governed by school

boards that have decided by majority vote to deny access to recruiters.

However, this compromise solution lacks any real enforcement mechanism and creates a bureaucratic maze that will confound Pentagon officials and perpetuate the current problems.

Under this measure, when a high school denies access to a recruiter the secretary of defense will dispatch a colonel (or captain, in the case of the Navy) to meet with representatives of the school and encourage them to allow military recruiters on campus. If the school continues to deny access, the secretary of defense will then ask the state’s governor for assistance in breaking the impasse. If that doesn’t work, the secretary of defense must notify the state’s U.S. senators, the congressman who represents the defiant school, the secretary of education and a slew of congressional committees.

From the initial denial of access to the last round of official notifications, this process could last more than a year. And even then, the defiant school could feasibly continue to bar military recruiters from campus without fear of sanction. That doesn’t sound like much of a solution.

Statehouse vs. Schoolhouse. However, since this issue cuts across all levels of government - from Capitol Hill to the statehouse to the local school board - some states are trying to solve the problem on their own.

According to Navy recruiting officials, 25 state legislatures have pried open their public high schools to military recruiters. Although they are by no means uniform, most of these state

measures follow the model set forth by Congress in the fiscal 2000 defense bill, with one significant difference: Whereas the 2000 defense bill “requested” schools open their doors to military recruiters, the states are requiring it.

One of the states just added to that list of 25 is Indiana, which passed its “equal-access” law last year.

In 1999, the state’s Commission on Military and Veterans Affairs found that 5 percent of Indiana high schools barred military recruiters from campus and 48 percent refused to share class listings or other contact information. As a result, military recruiters in Indiana were forced to cross-reference information in high school yearbooks with listings from local phone books.

“I was shocked,” says Jim Atterholt, one of the state lawmakers who helped write the Indiana law. “All I could think about was a highly decorated serviceman reduced to hunting for names in the phone book and then making cold calls.” From Atterholt’s perspective, “This is similar to the way our Vietnam veterans were treated upon returning home. While it’s more subtle, it’s just as shameful.”

Atterholt’s measure won bipartisan approval from the state’s Republican Senate, Democratic House and Democratic governor. Even so, fully half the states have yet to hammer out a legislative remedy to this problem. That’s why Atterholt believes Hutchinson’s bill is necessary. “It’s only natural for the federal government to get involved, because its primary role is national defense,” he argues.

cont.

Pluses and Minuses. Just as Congress and the states are trying to solve the recruiting problem, the services themselves are tackling it from a different angle.

Last year, for example, the Army unveiled an eyebrow-raising program called GED Plus, which promises to sign up an additional 6,000 new troops annually. But it raises eyebrows for all the wrong reasons: None of the program's new enlistees will be high school graduates.

Under GED Plus, selected recruits earn their General Equivalency Degree at the Army's expense before they begin basic training. The Army believes there are at least 500,000 high school dropouts who meet the GED Plus standards.

But consider the perverse nature of what the military is being forced to do: Rather than connecting with high school seniors and juniors while they are in school, the military is ordered to wait in the wings until they drop out. And thousands of high school students do exactly that every year, sentencing themselves to grim futures. Because their principals have put personal agendas and biases ahead of students' education and development, these young men and women just give up, not realizing a career in the military could change their lives.

Through luck or desperation, some small percentage of them will be enticed by the GED Plus program. Of course, by such time many of them will literally be out of reach - some because their lives have taken a turn for the better, but many because their lives have taken a turn for the worse. Life isn't easy for high school dropouts in 21st Century America.

Military service may not be a perfect fit for everybody, but it is for some. And it can be the difference between a life of opportunity and a life of dead ends. As Hutchinson argues, "High schools that deny access to military recruiters prevent students from receiving information about educational and training incentives offered by the armed forces, impairing their career decision-making process." Even so, with the 107th Congress sharply divided, the prospects of Hutchinson's bill resurfacing anytime soon seem bleak.

Making a Connection.

The military spends \$2 billion every year on recruiting and \$268 million on advertising. But as the recruiting woes of the last decade illustrate, it's not glitzy ad campaigns or cash bonuses which awaken the spirit of a would-be recruit. In most cases, young people need to see the uniform, shake the hand and hear the story of someone who has been to Korea or Kuwait or Kosovo defending freedom's frontiers. Nothing can replace that personal connection.

It's obvious thousands of school administrators are all too willing to prevent the military from making the connection with a new generation of Americans. Nothing short of an ultimatum from state or federal lawmakers will change that. And until that happens, the nation's defenses and high school graduates will continue to suffer.

Alan W. Dowd is a freelance writer and a former associate editor of The American Legion Magazine.

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Our Navy Tech Prep Partnerships are growing at a steady pace. To date, we have 60 agreements in 15 recruiting districts.

Additional rating offerings are being introduced into existing partnership, as at least 20 more agreements are pending.

This past year our emphasis was to build a pipeline of agreements. The pipeline is in good shape and it is time to load it with DEPpers. If each agreement had only one DEPper that would be 58 more young people entering the Navy and completing an associate's degree. Each Navy Tech Prep student increases our visibility on the college campus.

Tech Prep is a mechanism to increase our presence on the 2-year campus. Currently we are the only military active in the Tech Prep Program. We are unique in Tech Prep among international corporations such as *Boeing, Caterpillar, Motorola, Marriott and the Automotive Dealers Association*. In fact, our Navy Tech Prep Partnership is used as a model to the private sector to show how it combines education, training and work experience.

Use this tool to penetrate your 2-year college market. Tech Prep has and can be an avenue for community college access in addition to contracts. It has improved relations with high school and community college educators as they see how the Navy encourages completion of college and degree attainment. Tech Prep actualizes our "earn while you learn" concept.

Former Secretary of the Navy, Richard Danzig, has said that every Sailor is a student. We have the tools and the opportunity to make it a reality. **NR**

GOOD CREDIT!

Central Texas College to grant credit for Navy work

Story by RICHARD L. SMITH
Tribune-Herald staff writer
Waco, Texas

U.S. Navy recruits will soon have new educational opportunities deep in the heart of Army country.

Central Texas College in Killeen is among the five community college systems in the state from which a degree can be earned through combining civilian education with Navy technical training. The other colleges participating in the Navy's technical preparatory (TechPrep) programs are San Antonio College, Dallas County Community College District, Lamar State College-Port Arthur and El Paso Community College District. James Jones, Central Texas College's TechPrep director, said he hopes the institution will begin offering the programs in April.

High school graduates who seek certain Navy jobs in the TechPrep program can enlist in that branch's delayed entry program. The recruit may then take summer and fall classes for core subjects before entering the service, said Bill Case, education specialist with the Navy Recruiting District in Houston.

Once the Sailors have gone through military training, they then attend Navy technical schools for their occupation. They can earn college credit for those courses and return to community college after their enlistment is up to finish their associate's degree, Case said.

The program benefits both the college and the Navy, officials say. The college attracts students they might not otherwise have — those drawn from

the middle of their high school graduating classes.

"We win because we get people who are motivated and educated," Case said.

The Navy program also helps servicemembers to compete in the civilian market, where increasing numbers of high school graduates are attending college, Navy officials said.

Several different Navy occupations and courses have been approved for the Texas colleges participating. Jones said the programs approved for Central Texas College by the Texas Higher Education Coordinating Board are associate in applied science degrees in heavy equipment technology, nuclear electronics and criminal justice.

Jones said other Texas community and technical colleges are considering participating in the Navy's TechPrep program. The number of Navy recruits from Texas make such programs feasible, he added.

"Between 10 and 11 percent of the Navy's recruiting class comes from Texas," Jones said.

Central Texas College has instructors at locations throughout the world teaching classes to military personnel. Those locations include Germany, Japan, Okinawa and Korea. Also, some Central Texas College instructors live aboard some of the Navy's larger ships where they teach college classes, Jones said. **NR**

NRS PASADENA is making sure *they're* READY

DEPpers are meeting boot camp eager for a challenge

Story and photo by Christina Johnson
NRD Houston Public Affairs Officer

Navy Recruiting Station (NRS) Pasadena takes the time and puts in extreme effort to get to know and keep their new recruits involved and interested.

Their new recruits, participating in the Delayed Entry Program (DEP), attend regular meetings consisting of mustering up, Navy instruction, receiving rewards, and a review quiz in which the DEPpers win prizes. They also participate in barbecues, and a Christmas party.

"We are preparing them as much as possible for boot camp" said MM3 Todd Rogers. Plans for the future include a bowling night and trips to Corpus Christi to get a full tour of ships, galley, gym and exchange.

When DEPper, Juan Hernandez was asked if he thinks he is prepared for what lies ahead, he responded, "I always feel welcome and feel I am ready to go (to boot camp)". When I'm hanging out with my friends I look around and think, I am going somewhere with my life, I didn't want to end up working in the factories like my friends."

Another DEPper, Claudia Salas, when asked why she chose the Navy, responded "I am ready to give my full effort and take on boot camp, I plan on retiring from the Navy."

Commander Jeff King, Commanding Officer, Navy Recruiting District Houston recently visited NRS Pasadena. "I was met at the door by a DEPper who obviously knew how to salute and welcome me to the station. Upon entering, I was greeted by over 25 young



Delayed Entry Program participants Juan Hernandez and Claudia Salas, with MM3 Todd Rogers, enter Navy Recruiting Station Pasadena, requesting permission to come aboard. Learning to salute properly is part of their training before entering boot camp.

people in ranks. The DEPpers asked questions and answered mine. It was obvious they had been prepared well for recruit training and beginning their Navy career at boot camp. One thing we talked at length about was pride in what they had done in joining the Navy. It was evident to me that their recruiters had done a great job in motivating and preparing their DEPpers." **NR**

SOUTHERN COMFORT

Admiral Voelker gives the scoop to recruiters below the Mason-Dixon Line

**By JO1(AW/SW) Kelly Firebaugh
NRD St. Louis Public Affairs**

Memphis. Land of paddlewheel riverboats, home of Elvis Presley and more recently, touring ground for the Commander of Navy Recruiting.

RADM George Voelker toured local recruiting stations throughout Tennessee, Arkansas and Mississippi during a two-day visit to NRD St. Louis's zones six and seven. NRS North Memphis, NRS Dyersburg, NRS Jackson, NRS Collierville and OPO Memphis were on the schedule, followed by NRS West Memphis, NRS South Memphis, NRS Oxford and NRS Tupelo the following day.

The admiral spoke with recruiters from each station and also had a chance to meet a few prospective recruits in the offices. He took the chance to update the Sailors on initiatives taking off in the Navy including the new recruiting ad campaign, "Accelerate Your Life."

"We dropped everything we had and went with a new company, Campbell-Ewald," said Voelker. "In the past, we were a small client of a large company. With Campbell-Ewald, we are the largest client they have and they are more willing to move around with our changing needs."

The admiral then gave everyone in each station a sneak preview of the new commercials, including the new "Men of Honor" spot.

"Not only will this ad air on TV," he said, "but it will also be on the lead of 800,000 copies of the video when it hits the stores in April."

The admiral then brought up the ever-changing technology available to recruiters and how he hopes to bring it to the field. Voelker spoke of the information that could be transmitted via high tech beepers and his hopes to have every recruiter linked up to

national LEADS through modern communications.

"I'd like to have every recruiter in the field carrying one of these," he said as he displayed his pager. "In the future, a person would call the national LEADS number and within minutes, a local recruiter would have that person's name, phone number, age, address and even the best time to contact them."

As he opened up the floor to questions, the rumors about Special Duty Assignment Pay were brought to light.

"The authorization to increase SDAP was passed by congress," explained Voelker, "but the funding bill wasn't increased. Basically, they said we could give you more money, but they didn't give us any money to pass out. I'll tell you the truth. I see your SDAP moving up some, but there is no way it will go up to \$600 like Navy Times is reporting. No matter how much I would like to tell you it will be in your check, it's just fiscally impossible."

As the admiral left each office, work went back to normal. Calls were made, appointments were set and young recruits were put into the Navy. The recruiters filling those seats, though, had an update on the future of their jobs. **NR**

...GAME ON

Contest promises Goal Free month for winners

Story by Dale L. Anderson
CNRC Advertising and Marketing Dept.



Above: The new "Accelerate Your Life" CD-ROM.

Competition is healthy. You don't need to look very far in American culture to see that competition inspires top performance. What holds true for professional athletes or corporate officers also holds true for Navy recruiters.

The most recent effort to promote competition among recruiters is one that offers a goal-free month for the winning stations. Known as the "Accelerate Your Life™ Campaign," it is also a good way to measure the success of a new recruiting tool.

An interactive mini-CD designed to help dispel some of the misconceptions that many applicants have about the Navy has been distributed to the field, according to NCCS Glenn Trudell.

Trudell works as a Program Advertising Manager (PAM) in Millington, Tenn. He is responsible for making sure recruiters in the field have the tools they need to do their job. As a member of the Career Recruiter Force he also serves as an advisor on advertising and marketing issues.

"I was brought in to this position because they wanted someone with field perspective," said Trudell.

In an effort to meet the needs of the recruiters working around the nation, the Marketing Department of CNRC has created interactive mini-CD products in the past, but this is the first mini CD placed directly in the recruiter's hand to help him/her sell Navy. Trudell said that this new product should prove more useful because of changes in the

way it is being used compared to past direct mailed CDs.

"This is an excellent opportunity to get significant returns on our investment," said Trudell. "That is why we need to get them in the hands of the individual recruiters for distribution."

The contest, according to Trudell, will have at least two major benefits.

"Competition in recruiting, or any sales force, is a healthy thing," said Trudell. "The most competitive people make the best sales people. So, why not a contest that offers an incentive to go out there and go above and beyond. The other thing the contest was going to do was make sure the mini-CD was being used in the context it was designed."

The mini-CD is not intended for mass distribution. According to Trudell the idea is to target specific individuals and answer their questions with the mini-CD. He said that if a recruiter is passing the item out to every high school freshman that passes by in a job fair, the recruiter is missing the point. More importantly, the recruiter is missing the opportunity to effectively use a very good tool.

"A lot of potential Sailors have misconceptions about the Navy," said Trudell. "Recruiters know that if they can get these people in the chair and answer their questions they can move to the next step. This mini-CD will help get them in the chair."

"The contest," he added, "is a way to help us ensure the product is being used properly and

it is a way to let the recruiters in the field earn something meaningful for their efforts."

The contest is structured to allow equal opportunity for all stations, large and small, to win a goal-free month.

"The contest is based on recruiter performance," said Trudell. "By setting it up this way, and making it regional, the small stations have an equal chance to win the prize."

Each recruiter will only receive 75 mini-CDs. The contest results will be determined by counting net new contracts for April through June that were generated by use of the mini-CD. The total will be averaged by the number of recruiters at the station providing a "net new contract average" for the station. This formula allows stations of all sizes to compete on a "level playing field" according to Trudell.

"We tried hard to make the contest one that recruiters would be eager to get involved with," said Trudell. "We really want the program to work. We believe this tool can be a real asset in the field, but because it is costly to produce, we need to ensure they are used in the most effective manner possible."

Region goals will be adjusted at the national level to compensate winning stations, according to the COMNAVCRUITCOM policy memorandum 04-01 distributed by CNRC describing the contest. The message and information on the use of the mini CD with Navy computers is available on Showcase. **NR**

Taking the Rage out of Aggressive Driving

By Jim Garamone
American Forces Press Service

WASHINGTON — We've all had the feeling. Another driver gets behind your car and follows too close. Or some idiot on the freeway shifts lanes abruptly and without signaling.

What those other people are doing is called aggressive driving. And all too often today, aggressive driving escalates to road rage.

One extreme case was in Birmingham, Ala. Gena Foster, a 34-year-old mother of three, got into a vehicular disagreement that left one dead.

As she got on a local freeway, she cut in front of Shirley Henson, a 40-year-old secretary with a teen-age son. Witnesses said Henson flashed her headlights. Foster stepped on the brakes. Over four miles, the two drivers attacked each other, weaving in and out of traffic until both took the same freeway exit ramp. Foster got out of her car and ran toward Henson shouting. Henson took a pistol from her glove compartment, opened her window and killed Foster instantly with a shot to the face.

Traffic congestion is getting worse. More and more people are spending more and more time on the road. The National Highway Traffic Safety Administration here says they have no hard statistics for aggressive driving and road rage incidents, but anecdotally they believe it is getting worse.

NHTSA officials are working with the states to develop a definition of aggressive driving. The working definition is two or more unlawful driving acts in congested traffic.

"This includes speeding, tailgating, red-light-running, improper passing and other moving violations," said NHTSA spokeswoman Liz Neblett. "Aggressive drivers are more likely to engage in high-risk and discourteous driving behavior."

DoD is among the entities looking into aggressive driving, because car accidents account for about 65 percent of the fatalities in the armed services,

according to Phyllis Moon, an Army safety and occupational health manager based in Atlanta.

"In the military, we train young men and women to be aggressive, to be risk-takers," she said. "We train them 12 to 18 hours per day, and then we expect them to turn off this aggressiveness when they go off duty?"

Moon said activities to curb aggressive driving today are analogous to efforts to curb drunken driving in the 1980s.

"In the 1980s driving under the influence was an accepted norm," she said. "People are just beginning to realize that aggressive driving is a problem. People are just now developing programs to combat it."

The programs concentrate on recognizing aggressive driving and what to do to combat it. "The programs also stress how to recognize aggressive driving in yourself and how to control it," Moon said.

The Army's Forces Command is working on a program called Combating Aggressive Driving. The command plans a pilot test at Fort Polk, La.

"There is a lot of interest in the program," Moon said.

"We're hoping we can bring it to the forefront and at least start an awareness campaign — a behavior modification campaign — and reduce the number of soldiers who die."

If the Fort Polk test is successful, the program will move to the rest of the Army and then possibly to DoD, Moon said.

Related sites:

<http://www.nhtsa.dot.gov> >NHTSA home page, www.nhtsa.dot.gov/people/injury/enforce/aggressdrivers/aggenforce/define.html >Aggressive driving vs. road rage, www.nhtsa.dot.gov/people/injury/enforce/aggressdrivers/aggenforce/define.html. **NR**

Got a tough question about
Recruit Training Command?

Visit Recruit Training Command's Web site at
<www.ntqao.com/rtc.htm>.

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